

# Valdez Visioning and Branding

## *Summary Progress Report – April/May 2018*

### Summary of Activities

- Conducted 2<sup>nd</sup> Valdez Visit (December visit postponed due to weather)
- Conducted various meetings on Site in March 2018
- Meetings w/ Business and Property Owners
- Community Workshop
- Meeting with Museum Board of Directors
- Numerous meetings w/ residents and business owners
- City Council update presentation
- Formulate Advisory Committee formation
- Prepared summary documents of meetings/workshops
- Conducted follow up Strapline/Creative Workshop (teleconference)
- Prepared draft and revised draft straplines for discussion
- Preparing for first Meeting with Advisory Committee
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### Summary of Next Steps

- Preparing for Next Site Visit in Late June 2018
- Conducting initial outreach and logistic for June meetings
- Anticipated meetings include
  - Community Workshops/Tours
  - Advisory Committee Meeting
  - City Council Workshop
  - Committee Workshop
  - Staff Workshops
  - Branding Workshops and Strategy Sessions
- Preparing Outreach Collateral for early distribution w/ staff and local media